



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Sunday, October 10, 2021

COMMITTEE MEETING NOTICE

AD 14

POLLARD, Haley I, Agent
Revel Group Inc
2246 S Kinnickinnic Av
Milwaukee, WI 53207

You are requested to attend a virtual hearing to be held on:

Tuesday, October 19, 2021 at 02:40 PM

Regarding: Your Class B Tavern, Sidewalk Dining and Public Entertainment Premises License Renewal Applications with Transfer of Stocks and Change of Agent as agent for "Revel Group Inc" for "Revel" at 2246 S Kinnickinnic Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/636199461>. If you wish to call in, please call +1 (872) 240-3212 and use Access Code: 636-199-461.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines: Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition attend the virtual hearing and are willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov

Becker, Keren

From: Cooney, Jim
Sent: Tuesday, May 18, 2021 7:02 AM
To: Becker, Keren
Cc: Byrd, Yashica
Subject: FW: Revel Bar - Kinnickinnic Ave.

Follow Up Flag: Follow up
Flag Status: Flagged

Please add.

From: Dimitrijevic, Marina <Marina@milwaukee.gov>
Sent: Monday, May 17, 2021 9:09 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Williams, Terri <Terri.Williams@milwaukee.gov>
Cc: Speth, Germaine <gspeth@milwaukee.gov>
Subject: Fwd: Revel Bar - Kinnickinnic Ave.

Let's add to the file.
Didn't we just give them a temp permit too?

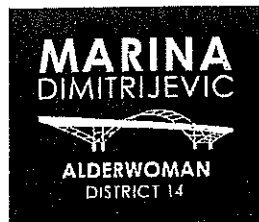
Please send me their contact info too-

~Marina

REDACTED RECORD

You may use our *Click for Action* online system to report city service requests: https://iframe.publicstuff.com/#?client_id=1000167

Sign up for my *Aldermanic District 14* monthly e-newsletter and other updates at <https://city.milwaukee.gov/enotify>



Marina Dimitrijevic
Alderwoman | 14th District

She/Her/Hers

p: [\(414\) 286-3769](tel:(414)286-3769)
e: marina@milwaukee.gov

200 E Wells Street, Room 205

Milwaukee, WI 53202

milwaukee.gov/district14

Begin forwarded message:

From: [REDACTED]
Date: May 17, 2021 at 8:06:30 PM CDT
To: "Dimitrijevic, Marina" <Marina@milwaukee.gov>
Subject: Revel Bar - Kinnickinnic Ave.

Good Evening,

I hope that this message finds you well!

I have lived in Bay View on Kinnickinnic Avenue for the past 10 years. A few storefronts down from our building, there has consistently been a bar/club. First it was Studio Lounge, and more recently this has been Revel Bar. Bars always come with a level of noise, and this is something that we've grown accustomed to over the years.

However, in the past year or so, Revel Bar has escalated from a noise issue to a reason for concern. There have been fights on the sidewalk and street, reckless drivers leaving the bar, and a group of patrons who do not care about the well-being, property, or neighborhood in general. Additionally, this bar does not follow any clear COVID guidelines, which also brings concern to our community at large.

My hope in reaching out is that you can help to connect with the owners of this establishment. If it was merely an issue of loud music, this is something that we can easily look over. However, the owners are not considering the well-being of their patrons or our neighborhood by allowing patrons to reach a level of intoxication where they are unable to safely drive on our streets, or indeed safely walk our streets, without incident. If things do not improve, I feel that the building owner should look for new renters to run an establishment out of this building.

Thank you for listening to my concerns.

Best,

REDACTED RECORD

REDACTED RECORD

Leon-Van Meter, Daniela

From: Byrd, Yashica
Sent: Monday, August 30, 2021 1:22 PM
To: Leon-Van Meter, Daniela
Cc: Martin, Faviola; Cooney, Jim; Becker, Keren
Subject: FW: Revel Bar Liquor License

Follow Up Flag: Follow up
Flag Status: Flagged

Please add.

From: Dimitrijevic, Marina
Sent: Monday, August 30, 2021 1:06 PM
To: ...m
Subject: Re: Revel Bar Liquor License

Thanks for reaching out. I will have licensing add your objection to the renewal file so it can be addressed at the public hearing.

Terri Williams
Legislative Assistant
Milwaukee Common Council
Alderwoman Marina Dimitrijevic | 14th District
200 East Wells Street
Milwaukee, WI 53202
414.286.2873 | fax 414.286.3456
Terri.Williams@milwaukee.gov

You may use our Click for Action online system to report city service requests: https://iframe.publicstuff.com/#?client_id=1000167

Sign up for Aldermanic District 14 monthly e-newsletter and other updates at <https://city.milwaukee.gov/enotify>

From: ...n>
Sent: Monday, August 30, 2021 12:58:58 PM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>
Subject: Revel Bar Liquor License

|| You don't often get email from ... [learn why this is important](#)
To Marina Dimitrijevic,

I understand that the Revel Bar in Bay View has their liquor license review coming soon.

REDACTED RECORD

You need to know that this bar has a clientele that are a bunch of rabble rousers. They get into full swing at midnight and are having loud conversations on the street and gunning their motorcycle engines before going home.

People live in apartments above the businesses on Kinnickinnic Ave. and don't appreciate getting woke up in the middle of the night. Some of the stragglers are out there at 2:30 AM making noise.

The Bar itself has very loud music playing with a heavy base that carries when they have their door ajar during milder weather.

I have had to sleep with a fan on all of these years just to muffle the noise. It doesn't do much when a biker decides to peel out from the curb below our bedroom window full throttle. It's hard to get back to sleep when adrenaline is racing through your body.

I would appreciate, it if their license is renewed, that it at least has stipulations that the business has to close by 10PM.

Thank you for your consideration and taking the time to read my letter.

REDACTED RECORD

Martin, Faviola

From:
Sent: Wednesday, August 25, 2021 11:44 AM
To: License; Dimitrijevic, Marina
Subject: liquor license renewal for 2246 S. Kinnickinnic Revel Bar

Categories:

Some people who received this message don't often get email from

[Learn why this is important](#)

Hello,

I received this email from former tenants at my building at 2234/38 S. Kinnickinnic Ave. in May. They left because of the noise/disruption from the Revel Bar.

Sincerely,

Hi

As as starter, the noise issues we've dealt with usually start around 8 PM and go on until after bar close at about 2:30 AM. As far as I can remember, the issues started soon after we moved in which was near the start of Covid - March 2020. The noise was an issue maybe two or three days out of the week and weekdays were just as bad as weekends. **It is, 99% of the time, an issue with people going into and leaving Revel Bar.** We can see the people coming and going from the bar from our bedroom windows. Specifically, there are often verbal altercations among patrons - threats of violence towards each other or crying and yelling about events that occurred inside the bar, I assume. Aside from those folks, we've never had a noise issue on the street.

As soon as Covid restrictions lightened up around the end of 2020, all of this got much worse. More people, more noise and much more frequently - probably 4 nights/week at the least. Mondays we usually get a rest - it may be closed that night or just a lighter crowd.

I've called the non-emergency police line five times I believe - once was to report an all-out fist fight right in front of 2236 involving patrons who were stumbling out of the bar. I called as soon as one of the patrons jumped in his SUV and used it to pin other patrons against a car. The police came shortly after the man in the SUV took off and those involved in the fight fled. The police spoke with one man left over who had been, in his words, "Sucker punched" by a man from the bar.

Often the noise issues come from patrons who arrive on motorcycles - they park right below 2236 (under our bedroom windows) and blast music at an absurdly loud volume. This is not just when they arrive and leave, they keep the music on and hang out near their bikes for long periods of time. This was the issue last night - they were dancing next to their bikes around 10 PM with the music so loud that we couldn't possibly block it out with our white noise machine *and* headphones. In general, when we can run our window A/Cs, we are able to block the noise out a bit more. Last night was the first time I actually called 911 - we felt that we were in danger and we are definitely concerned about what may take place tonight.

Also, cars arriving to pick people up from the bar will sometimes honk their horn repeatedly (this is for minutes at a time) trying to get the attention of someone in the bar. Sometimes cars arriving will fly down the street (maybe 40-50 mph?) and slam on their brakes in front of the bar. This also occurs when patrons are leaving. Revving engines as loud as possible is a frequent activity of those coming and going.

I have attempted to call the bar to discuss the issues with the manager, but I've been hung up on - I assume the bartenders didn't want to pursue the issue - perhaps found me to be a nuisance?

Becker, Keren

From:
Sent: Wednesday, September 1, 2021 7:43 AM
To: Dimitrijevic, Marina; License
Subject: Revel Bar License Renewal objection

You don't often get email from [redacted] [Learn why this is important](#)

Good Morning -

I am writing this morning to **profoundly object** to the upcoming license renewal of Revel Bar located at 2246 S. Kinnickinnic Avenue.

I was a resident of the neighborhood [redacted] the bar from [redacted] through [redacted]. During [redacted] first two years [redacted] in Bayview Revel Bar had sporadic noise and clientele issues. Although bothersome those evenings were limited and tolerable. Of course 2020 and into 2021 was quiet due to the pandemic and the bar being closed.

Since reopening under new management/ownership Revel Bar has become intolerable. It has become a club, not a casual place to meet, and does not suit the neighborhood. Many nights a week the level of noise and disrespectful behavior towards residents is excessive. There have been numerous physical altercations among the bar's patrons and shouting matches between patrons and residents. [redacted] called the police department on several occasions to complain. [redacted] even [redacted] over and shut the front door to reduce the volume of noise blaring into the area.

When Revel Bar's management/ownership tried to implement a Monday evening Bike Night this past spring, that was pure mayhem. The restaurant next to the bar had motorcycle exhaust blowing into it every time their doors opened from cyclists "showing off" their bikes. Eventually Bayview Makk'n'Cheese took their outdoor tables/chairs inside since their own patrons could not use them (hence losing potential business for them). Thankfully Bike Night was closed down by the city.

[redacted] always loved the activity and the vibe of living in Bayview and on KK Avenue. The pedestrian accessibility to the local coffee shops, restaurants, retail shops, salons and small establishments was what [redacted] to the neighborhood. All of the other local restaurants, bars, and small businesses have had patrons that have been respectful to the residents and the community. The one exception is Revel Bar. **They should NOT have their liquor license renewed.** Bayview is NOT the neighborhood for a club.

Feel free to contact me with any questions you have.

Regards,

REDACTED RECORD

Becker, Keren

From:
Sent: Wednesday, September 1, 2021 9:11 AM
To: License
Subject: Revel Bar, bay view noise violations
Categories: KB working on

REDACTED RECORD

You don't often get email from [_____](#) rn why this is important

Good morning, I am writing today to inform whoever it may concern of Revel bar at 2246 S Kinnickinnic Ave. of their constant disregard for noise ordinance laws. The bar owners, employees, and patrons continuously keep music at a volume that violates noise ordinance's. If it's not the volume or consistent people screaming outside the bar, it's the bass (frequency) from bar that shakes neighboring homes for hours from open until close. All of this goes on sometimes from 10pm-3:30am even as late as 430am. _____ contacted the police on numerous occasions and nothing changes. (Also the wait times contacting police to dispatch is becoming troublesome. Sometimes holding for 30-60 minutes to talk to someone at dispatch to inform them of the nuisance. (That's another matter for another time) _____ first shift as many of the people in the neighborhood do. My sleep is constantly disrupted by the noise, music, bass, screaming, cars blasting music out front from Revel bar way past the 9pm-7am noise ordinance. How long does a community have to put up with this until something is actually done? City officials and police seem to put a blind eye to these issues. There are laws in place for this reason but if they aren't enforced the problems will continue. And they are continuing without enforcement.

Something needs to happen. It is unacceptable to let an establishment continue to break the law and put a blind eye to it.

Thank you,
Citizen of Milwaukee,
I wish to remain anonymous in fear of repercussions:

Here are some of the laws from the City of Milwaukee in violation.

SUBCHAPTER 2 NOISE CONTROL

80-62 Excessive Noise and Vibration

Declared a Nuisance

80-63 Excessive Noise Prohibited

s. 105-35.

c-1-r. The production or creation of excessive noise as defined in s. 80-63

80-60. Definitions. The following definitions shall apply in the interpretation and enforcement of this subchapter:

1. AMBIENT NOISE shall mean all the encompassing noise associated with a given environment, being usually a composite of sounds from many sources near and far.
2. AMPLITUDE shall mean the absolute value of the maximum displacement from zero value during one period of oscillation.
8. NIGHT shall mean the hours between 9 p.m. and 7 a.m.
9. NOISE shall mean unwanted or annoying sound.

11. NUISANCE means the making, creating, or causing to be made or continued of any boisterous or unreasonably loud noise which causes, constitutes or tends to provoke a disturbance and which is detrimental to the public health, safety, welfare or peace, or noise which exceeds the limitations set forth in s. 80-64 or 80-65.

12. PERSON means an owner as that term is defined in s. 200-08-66, an operator as that term is defined in s. 200-08-64 and occupant as that term is defined in s. 200-08-61. For purposes of enforcing the provisions of s. 80-63, "person" shall also mean the owner

Nuisances 80-60

or operator, as defined in s. 340.01(41), Wis. Stats., of a vehicle or other machinery on the public highways.

13. PREMISES means one or more lots or portions of lots, including any structures, which are contiguous and under common ownership or control.

14. PURE TONE shall mean a sound having a single pitch.

15. VEHICLE shall mean any passenger vehicle, truck, truck trailer, trailer, semitrailer, boat or vessel, or similar device intended to convey people or commodities, which is propelled or drawn by mechanical power, but shall not include airplanes and toys.

80-61. Enforcement. It shall be the duty of the commissioner to enforce ss. 80-60 to 80-73, except that s. 80-65-4 may be jointly enforced by the commissioner and the chief of police, and s. 80-69 shall be enforced by the chief of police.

80-62. Excessive Noise and Vibration Declared a Nuisance. Excessive noise and vibration, as defined in this subchapter, is deemed and is declared to be a public nuisance and may be subject to summary abatement procedures as described in s. 17-12 of the city charter. Such abatement may be in addition to administrative proceedings, fines and penalties as provided in this subchapter. It shall be the duty of the commissioner, upon complaint of a nuisance, to determine if excessive noise and vibration exist as defined in this subchapter and to take the appropriate action as specified therein. Conditions of excessive noise and/or vibrations which are specifically exempted or for which a variance permit has been issued in conformity with provisions of this subchapter shall be exempt from the application of this subchapter.

80-63. Excessive Noise Prohibited.

1. No person shall produce, assist in producing or cause to be produced noise which exceeds the limitations set forth in s. 80-64 or 80-65. It shall be unlawful for any person occupying or having charge or control of any building or premises, or any part thereof, to cause, suffer or allow any loud, excessive or unusual noise in the operation of any radio, stereo

or other mechanical or electrical device,

80-63-2 Nuisances

instrument or machine, which loud, excessive or unusual noise tends to unreasonably disturb the comfort, quiet or repose of persons therein or in the vicinity. It shall be unlawful for any person having charge or control of any vehicle or machinery, or owning a vehicle or machinery, to cause, suffer or allow any loud, excessive or unusual noise in the operation of any radio, stereo or other mechanical or electrical device, instrument or machine upon any highway or waterway, which loud, excessive or unusual noise tends to unreasonably disturb the comfort, quiet or repose of persons therein or in the vicinity.

2. It shall be unlawful for any person to make, create or cause to be made or continue noise which constitutes a nuisance.

The list continues so please reference

<https://city.milwaukee.gov/ImageLibrary/Groups/ccClerk/Ordinances/Volume-1/CH80.pdf>

REDACTED RECORD

Melendez-Hagedorn, Yadira

~~REDACTED RECORD~~

From: License
Sent: Friday, September 10, 2021 10:10 AM
To: Melendez-Hagedorn, Yadira
Cc: Roman, Carmen
Subject: FW: Revel Bar objection

Follow Up Flag: Follow up
Flag Status: Flagged

Keren Becker
License Specialist III
City Clerk – License Division
O: (414) 286-2238
License@Milwaukee.gov
www.Milwaukee.gov/license



From: Dimitrijevic, Marina
Sent: Thursday, September 9, 2021 3:26 PM
To: License
Cc: Speth, Germaine
Subject: Revel Bar objection

, owner of _____ called in with an objection to Revel Bar's renewal. He says that he has been in this location for 20+ years and Revel Bar has recently created a major trash and noise problem for residents especially at closing time. He reports neighbors moving due to the noise and garbage. Especially at closing time, he would appreciate if bar management could be more proactive in assuring that patrons leave quietly and without fighting, and to pick up bottles that have been left on the sidewalk. He asked that this information be passed to the committee if he is unable to testify at renewal.



Marina Dimitrijevic

Alderwoman | 14th District
p: (414) 286-3769
e: marina@milwaukee.gov
200 E Wells Street, Room 205
Milwaukee, WI 53202
milwaukee.gov/district14

You may use our Click for Action online system to report city service requests: https://iframe.publicstuff.com/#client_id=1000167

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 07/13/2021 CHANGE OF AGENT
LICENSE TYPE: Class B Tavern
NEW:
RENEWAL:

No. 326655
Application Date: 07/11/2021

License Location: 2246 S Kinnickinnic Av
Business Name: Revel Bar

Licensee/Applicant: POLLARD, Haley I
(Last Name, First Name, MI)
Date of Birth: 09/04/1995

Home Address: 7008 Ashwood Ln
City: Waterford
Home Phone:
State: WI **Zip Code:** 53185

This report is written by Police Officer David Novak, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 07/20/2016 the applicant was charged in Milwaukee County with Possess/Alcohol Beverage (adult).

Charge: Possess/Alcohol Beverage (Adult)
Finding: Guilty
Sentence: Forfeiture
Date: 07/27/2016
Case: 2016FO000630

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 06/18/2020
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 311005
Application Date: 06/17/2020

License Location: 2246 S Kinnickinnic Avenue
Business Name: Revel Group

Licensee/Applicant: Gill, Joseph W.
(Last Name, First Name, MI)
Date of Birth: 03/22/1989

Home Address: 1223 South 74th Street
City: West Allis State: WI Zip Code: 53214
Home Phone: 414-899-1760

This report is written by Police Officer David NOVAK, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 07/01/2011 Morgan Delaney was cited in the city of Milwaukee for Littering. Morgan Delaney is listed on the application as 25% shareholder.

Charge: Littering
Finding: Guilty
Sentence: Fine
Date: 07/08/2011
Case: 2011FO001182

=====

2. On 05/10/2018 at 3:38am an officer observed four people inside Revel Bar, 2246 s Kinnickinnic Av, after hours. One of the subjects was the applicant, another identified herself as the manager and the other two stated they were not employees but were helping clean up. The officer did not observe any alcohol being served. The applicant was cooperative and issued a warning.

=====

3. On 11/26/2020 officers conducted a license premise check at Revel Bar, 2246 S Kinnickinnic Av. The bartender provided his Class D Operator's license and the business licenses. The bartender was cooperative with officers.
4. On 02/06/2021 at 2:18am officers were dispatched to Revel Bar, 2246 S Kinnickinnic Av for a Trouble with Subject. The officers spoke with security, who stated there were two subjects in a heated argument so the manager, Haley POLLARD called the police. The subjects were gone when the officers arrived. The staff was cooperative with the officers.

Items 3 and 4 added as part of PREVIOUS PREMISE



Monday, October 11, 2021



Notice of Public Hearing

Blank
Notice

POLLARD, Haley I
Revel at 2246 S Kinnickinnic AV
Class B Tavern, Sidewalk Dining and Public Entertainment Premises License Renewal
Applications with Transfer of Stocks and Change of Agent

Thursday, October 19, 2021 at 02:40 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 10/19/21 at 02:40 PM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel -- Channel 25 on Spectrum Cable -- or on the internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

CURRENT OCCUPANT	2218 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2219 S ALLIS ST	MILWAUKEE, WI 53207-1320
CURRENT OCCUPANT	2219 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2219 S KINNICKINNIC AVE, A	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2220 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2220 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2221 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2222 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2224 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2225 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2226 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2226 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2227 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2228 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2230 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2231 S ALLIS ST	MILWAUKEE, WI 53207-1320
CURRENT OCCUPANT	2231 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2231A S ALLIS ST	MILWAUKEE, WI 53207-1320
CURRENT OCCUPANT	2232 S ALLIS ST, 1	MILWAUKEE, WI 53207-1357
CURRENT OCCUPANT	2232 S ALLIS ST, 2	MILWAUKEE, WI 53207-1357
CURRENT OCCUPANT	2232 S ALLIS ST, 3	MILWAUKEE, WI 53207-1357
CURRENT OCCUPANT	2232 S ALLIS ST, 4	MILWAUKEE, WI 53207-1357
CURRENT OCCUPANT	2232 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2232A S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2234 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2235 S ALLIS ST	MILWAUKEE, WI 53207-1320
CURRENT OCCUPANT	2235 S KINNICKINNIC AVE, 1	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2235 S KINNICKINNIC AVE, 2	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2235 S KINNICKINNIC AVE, 5	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2235A S ALLIS ST	MILWAUKEE, WI 53207-1320
CURRENT OCCUPANT	2236 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2236 S ALLIS ST, A	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2236 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2236 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2240 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2240 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2242 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2242 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2242A S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2243 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2244 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2244 S KINNICKINNIC AVE, 1	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2245 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2246 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2247 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2255 S ALLIS ST, A	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2255 S ALLIS ST, B	MILWAUKEE, WI 53207-1362

CURRENT OCCUPANT	2255 S ALLIS ST, C	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2255 S ALLIS ST, D	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2255 S ALLIS ST, E	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2257A S HOWELL AVE	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2258 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2260 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2262 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2263 S HOWELL AVE, 1	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE, 2	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE, 3	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE, 4	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE, 5	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2264 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2266 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2268 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2268 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2270 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2272 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2274 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	348 E LINCOLN AVE	MILWAUKEE, WI 53207-1549
CURRENT OCCUPANT	352 E LINCOLN AVE	MILWAUKEE, WI 53207-1549
CURRENT OCCUPANT	352A E LINCOLN AVE	MILWAUKEE, WI 53207-1549
Blank	Notice	

Total Records: 162

Radius: 250.0 feet and Center of Circle: 2246 S KK Av



APPLICATION AMENDMENT

Office of the City Clerk License Division
200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

Date: September 17, 2021

To the License Division of the City of Milwaukee:

I, Kareemih Jabbar Asad, wish to amend my answer(s) on the application for a
(full legal name)
BTAVN-0208517 CIB-1029452
SD000021247 PDL-000678 license at 2246 South Kinross Avenue
(type of license) (premises address, if applicable)

by adding or amending the following information (complete only those sections being amended):

1. Answer to Question(s) # _____ should be: _____
2. Agent should be (full legal name): _____ Also complete 3, 4, 5 & 6
3. Date of birth should be: _____
4. Home address should be (include city/state/zip): _____
5. Phone number should be (include area code): _____
6. Driver's License Number/State ID Number should be: _____
7. Corporation/LLC name should be (full legal name): _____
8. Business name should be: _____
9. Premises address should be (include city/state/zip): _____
10. Business phone number should be (include area code): _____
11. Mailing address should be (include city/state/zip): _____
12. Email address should be: _____
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): _____
14. Class B Tavern: Age Distinction should be: _____
15. Other: Please see attached resubmitted Business Transfer

Application & license renewal form. Nothing has changed,
(Check with the License Division before submitting "Other" amendments using this form.) except as highlighted in blue.

Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: _____ Date: _____ Initials: _____ To LC: _____
LC Email: MPD NS HD Initials: _____



BUSINESS TRANSFER APPLICATION

ccl-transfer1 2/24/20

Office of the City Clerk License Division
 200 E. Wells St. Room 105, Milwaukee, WI 53202
 (414) 286-2238 www.milwaukee.gov/license license@milwaukee.gov

SECTION 1 CHECK THE TYPE OF TRANSFER:

CHANGE OF LOCATION REORGANIZATION OF LEGAL ENTITY CHANGE OF AGENT TRANSFER OF STOCK

SECTION 2 LIST ALL LICENSE(S) TO TRANSFER:

Type/Number: BTAVN-0208517 Type/Number: CIG-1029482 Type/Number:
 Type/Number: SD0001247 Type/Number: PEP-0006875 Type/Number:

SECTION 3 LICENSE(S) ARE CURRENTLY ISSUED TO:

Legal Entity Name: Revel Group Inc.
 Premises Address: 2246 South Kinnickinnic Avenue, Milwaukee, WI 53207-1330

SECTION 4 TRANSFER TO: (ENTER ALL OWNERSHIP INFORMATION WHETHER IT IS CHANGING OR NOT)

Legal Entity (check one): Sole Proprietor Partnership Corporation LLC Non Profit

Legal Entity Name: Revel Group Inc. Trade/DBA Name: Revel Bar

Premises Address (include city/state/zip):
 2246 South Kinnickinnic Avenue, Milwaukee, WI 53207

Mailing Address: Same as premise Other (include city/state/zip):

Phone: 414.885.1516 Email:

SECTION 5 AGENT / SOLE PROPRIETOR / 1ST PARTNER

FULL LEGAL NAME (Last, First & Middle Initial): Pollard, Haley I. Date of Birth: 9/4/1995

Home Address (include city/state/zip):
 1900 East Euclid Avenue, Milwaukee, WI 53207

Driver's License Number/State ID #: P 4 6 3 - 3 2 9 9 - 5 8 2 4 - 0 2 State: Wisconsin

Home Phone: Cell Phone: 414.322.7603

Percent of Ownership Interest (if applicable): N/A Email: haleypollard@gmail.com

SECTION 6 LIST ALL PERSONS WITH 20% OR MORE OWNERSHIP INTEREST / ADDITIONAL PARTNERS

FULL LEGAL NAME (Last, First & Middle Initial): Estate of Samer L. Asad Date of Birth: See Attached Domiciliary Letters

Home Address (include city/state/zip): c/o Karemi Jabbar-Asad, Personal Representative
 2919 SE 23rd Ave., Ocala, FL 34471

Driver's License Number/State ID #: A 2 3 0 - 5 1 0 9 - 1 6 7 3 - 0 State: Florida

Home Phone: N/A Cell Phone: 352.502.9334

Percent of Ownership Interest: 100% Email: karemihkj513@gmail.com

FULL LEGAL NAME (Last, First & Middle Initial): Date of Birth:

Home Address (include city/state/zip):

Driver's License Number/State ID #: State: _____

Home Phone: Cell Phone:

Percent of Ownership Interest: Email:

Are there additional persons with 20% or more interest or partners? No Yes If yes, attach additional forms as necessary.

Office Use Only: Initials _____ Filed _____ Application #(s) _____ Paid _____
 MPD _____ DNS _____ LC _____ CC _____
 Issued _____ License #(s) _____

SECTION 7 PLAN OF OPERATION & FLOOR PLAN

Are you requesting changes to the current plan of operation or floor plan?

- Yes If Yes, you must submit a new Plan of Operation and Floor Plan. Required for all changes of location.
- No

SECTION 8 SIGNATURE(S)

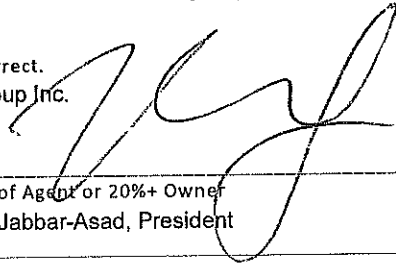
I/we understand that I am/we are required to inform the City Clerk within 10 days of any substantial changes in any of the information supplied in this application.

I/we have knowledge of the City Ordinances currently regulating the license applied for herein, and understand that the license may be subject to suspension, non-renewal or revocation, if I/we violate any rule or regulation relating to this license.

I/we understand that I/we shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I/we certify that I am/we are the applicant and all statements are true and correct.

Revel Group Inc.



Signature of Agent or 20%+ Owner

Karemih Jabbar-Asad, President

FILED
07-16-2020
John Barrett
Clerk of Circuit Court
2020PR000893

LETTERS ISSUED BY:

DATE SIGNED: July 16, 2020

Electronically signed by Amy Wochos
Probate Registrar



STATE OF WISCONSIN, CIRCUIT COURT, MILWAUKEE COUNTY

IN THE MATTER OF THE ESTATE OF

Amended

SAMER L. ASAD
Name

Domiciliary Letters

Informal Administration
 Formal Administration

Case No. _____

To: KAREMIH JABBAR-ASAD
1888 North Water Street, #107
Milwaukee, Wisconsin 53202

The decedent, with date of birth 06/22/1982 and date of death 06/27/2020, was domiciled in Milwaukee County, State of Wisconsin.

You are granted domiciliary letters with general powers and duties of a personal representative.

You are authorized to administer the estate as required by law.

Other: _____

Form completed by: (Name) Erin M. Strohbehn	
Address Gimbel, Reilly, Guerin & Brown 330 E. Kilbourn Ave. #1170, Milw., WI 53202	
Telephone Number 414-271-1440	Bar Number (if any) 1059533

Schedule for Successor of Agent


If there is a change in agent, each club, corporation, or limited liability company who holds a retail permit to sell fermented malt beverages and/or intoxicating liquor must appoint a successor agent pursuant to sec. 125.04(6), Wis. Stats. There is a \$10 change in agent processing fee due with this form. The following questions must be answered by the Agent. The appointment must be signed by an officer of the corporation/organization or one member of limited liability company. (Only one signature is required). The appointment must be approved by the licensing authority.

Milwaukee Wisconsin Sept. 17 2021
(Municipality) (Date)

1. Name of agent _____

- | Yes | No | |
|-------------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 2. Are you of legal drinking age? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 3. Have you been a resident of Wisconsin for at least 90 continuous days prior to the date of appointment as agent? |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 4. Have you ever been convicted of a federal law violation? |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 5. Have you ever been convicted of a state law violation? |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 6. Have you ever been convicted of a local ordinance violation? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 7. Have you completed the required responsible beverage server program per sec. 125.04(5)(a)5, Wis. Stats.? |

UNDER PENALTY OF LAW, I declare that all of the above information is true and correct to the best of my knowledge and belief.
 Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

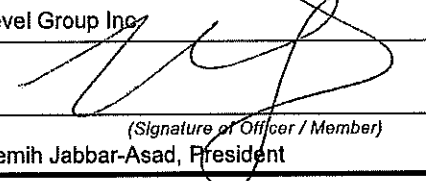


(Signature of Agent)
Haley I. Pollard
1900 East Euclid Ave., Milwaukee WI 53207
(Address)

SUCCESSOR AGENT

The undersigned appoints Haley I. Pollard as agent in accordance with sec. 125.04(6), Wis. Stats.

Name of Permittee Revel Group Inc

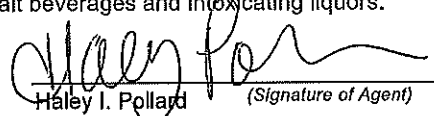
 By 

(Signature of Officer / Member)
Karemih Jabbar-Asad, President

Date Sept. 17 2021

I hereby accept appointment as agent for Revel Group Inc. and assume full responsibility of the conduct of the business relative to fermented malt beverages and intoxicating liquors.

Date Sept. 17 2021



(Signature of Agent)
Haley I. Pollard

THE AGENT APPOINTED ABOVE MUST BE APPROVED BY THE LICENSING AUTHORITY TO BE EFFECTIVE. (See sec. 125.04(6), Wis. Stats.)

_____ WI _____ 20_____
(Municipality) (Date)

(Signature of Official)

(Title)

**ADDENDUM TO ORIGINAL ALCOHOL BEVERAGE
LICENSE APPLICATION**

To be completed by the individual, all partners, or the agent of a corporation/limited liability company:

Wisconsin State Statutes require that all new applicants complete a Responsible Beverage Server Training Course.

You do not need to take the course if you answer yes to one of the following questions and provide proof of such:

- 1. Within the last 2 years have you held a bartender's license in the state of Wisconsin?
 Yes No
- 2. Within the last 2 years have you held a Class "A" or Class "B" alcohol beverage license, or a Class "B" manager's license in the state of Wisconsin? Yes No
- 3. Within the last 2 years have you completed a Responsible Beverage Server Training Course in the state of Wisconsin? Yes No

IF YOU ANSWERED NO TO ALL OF THE ABOVE QUESTIONS, PROOF OF COURSE COMPLETION MUST BE PROVIDED BY SUBMITTING YOUR COURSE CERTIFICATE TO THE LICENSE DIVISION.

For course enrollment information, contact MATC at (414) 297-8370 or for similar approved courses see "Training" on the Wisconsin Department of Revenue's website at www.dor.state.wi.us.

I understand that a license will not be issued without a copy of the course certificate or proof of the license held within the last two years being submitted to the License Division.

SUBSCRIBED AND SWORN TO BEFORE ME THIS

Haley I. Pollard

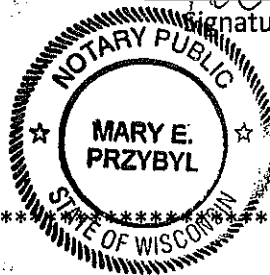
Print name of Individual/Partner/Agent

17th day of September 2021

Mary E Przybyl
Notary Public, State of Wisconsin

Haley I. Pollard
Signature of Individual/Partner/Agent

My Commission expires 03/08/2022
Notary Seal must be affixed



Office Use Only

Initials _____ Date Filed _____ LICENSE TYPE & NO. _____

**ADDENDUM TO ORIGINAL ALCOHOL BEVERAGE
LICENSE APPLICATION**

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1. Within the last 2 years have you held a bartender's license in the state of Wisconsin?
 Yes No
2. Within the last 2 years have you held a Class "A" or Class "B" alcohol beverage license, or a Class "B" manager's license in the state of Wisconsin? Yes No
3. Within the last 2 years have you completed a Responsible Beverage Server Training Course in the state of Wisconsin? Yes No

IF YOU ANSWERED NO TO ALL OF THE ABOVE QUESTIONS, PROOF OF COURSE COMPLETION MUST BE PROVIDED BY SUBMITTING YOUR COURSE CERTIFICATE TO THE LICENSE DIVISION.

For course enrollment information, contact MATC at (414) 297-8370 or for similar approved courses see "Training" on the Wisconsin Department of Revenue's website at www.dor.state.wi.us.

I understand that a license will not be issued without a copy of the course certificate or proof of the license held within the last two years being submitted to the License Division.

SUBSCRIBED AND SWORN TO BEFORE ME THIS

Kareemih Jabbar-Asad

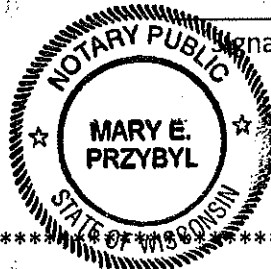
Print name of Individual/Partner/Agent

17th day of September 2021

Mary E Przybyl
Notary Public, State of Wisconsin

[Signature]
Signature of Individual/Partner/Agent

My Commission expires 03/08/2022
Notary Seal must be affixed



Office Use Only

Initials _____ Date Filed _____ LICENSE TYPE & NO. _____

REVISED AND RESUBMITTED ON 9-17-21 TO REPLACE AND SUPERCEDE 9-8-21 APPLICATION

RENEWAL ALCOHOL BEVERAGE LICENSE APPLICATION
 Submit to municipal clerk. Read instructions on reverse side. BTAVN 208517
 For the license period beginning 9/22/2021; ending 9/21/2022

Applicant's Wisconsin Seller's Permit Number:	
Federal Employer Identification Number (FEIN):	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A Beer	\$
<input type="checkbox"/> Class B Beer	\$
<input type="checkbox"/> Class C Wine	\$
<input type="checkbox"/> Class A Liquor	\$
<input type="checkbox"/> Class A Liquor (clear only)	N/A
<input type="checkbox"/> Class B Liquor	\$
<input type="checkbox"/> Reserve Class B Liquor	\$
<input type="checkbox"/> Class B (wine only) Winery	\$
Publication fee	\$
TOTAL FEE	\$

TO THE GOVERNING BODY of the CITY OF MILWAUKEE, MILWAUKEE COUNTY

Aldermanic District No. 14 GILL, Joseph W, Agent

Type of Legal Entity: Corporation Class 2

Complete A or B. All must complete C.
 A: Individual or Partnership;
 B: Full name of Corporation/Nonprofit Organization/Limited Liability Company: Revel Group Inc

C. 1. Trade Name > Revel Business Phone Number (414) 350-8356 (414) 885-1516

2. Address of Premises > 2246 S KINNICKINNIC AV Post Office & Zip Code > Milwaukee WI 53207

3. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

4. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for sales, service, consumption and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)

FIRST FLOOR, SIDEWALK CAFE AND BASEMENT STORAGE

5. Legal description (omit if street address is given above): _____

6. a. Since filing of the last application, has the named licensee, any member of a partnership licensee, or any member, officer, director, manager or agent for either a limited liability company licensee, corporation licensee, or nonprofit organization licensee been convicted of any offenses (excluding traffic offenses not related to alcohol) for violation of any federal laws, any Wisconsin laws, any laws of other states, or ordinances of any municipality? If yes, complete the reverse side..... Yes No

b. Are charges for any offenses presently pending (excluding traffic offenses not related to alcohol) against the named licensee or any other persons affiliated with this licensee? Yes No
 If yes, complete the reverse side

7. Except for questions 6a and 6b, have there been any changes in the answers to the questions as submitted by you on your last application for this license? Yes No

If yes, explain. _____

8. Was the profit or loss from the sale of alcohol beverages for the previous year reported on the Wisconsin Income or Franchise Tax Return of the licensee? Yes No
 If not, explain. _____

9. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776]..... Yes No

10. Does the applicant understand that alcohol beverage invoices must be kept at the licensed premises for 2 years from the date of invoice and made available for inspection by law enforcement?..... Yes No

11. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. The signer agrees that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin State Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitted false statements and affidavits in connection with this application. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

Revel Group, Inc.

 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
 Kareem Jabbar Asad, President

TO BE COMPLETED BY CLERK:

Date received and filed with municipal clerk	Date reported to council/board	Date license granted
License number issued	Date license issued	Signature of Clerk / Deputy Clerk

**REVISED AND RESUBMITTED ON 9-17-21 TO
REPLACE AND SUPERCEDE 9-8-21 APPLICATION**

329031

329032
329023



BUSINESS RENEWAL APPLICATION
Office of the City Clerk License Division
200 E. Wells St. Room 105
Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license

Office Use Only:	App #
N Objs <input checked="" type="radio"/> No <input type="radio"/> Yes	Chgs <input checked="" type="radio"/>
Filer: 9-08-21	Initials: N/M/N
Paid _____	MPD _____
Granted _____	Lic # _____
AD 14	

Licenses Being Renewed:
BTAVN 208517
CIG 1029482 PEP 6875 SD 1247
Filing Deadline: 5/27/2021
\$25.00 Late Fee Assessed After 8/1/2021

BUSINESS CONTACT INFORMATION

Section 1	Legal Entity Name: Revel Group Inc	Trade/DBA: Revel	
	Phone: (414) 380-8356 414-885-1510	E-mail: samasad715@gmail.com info@revelbar@gmail.com	
	Premises Address (Include city/state/zip): 2246 S KINNICKINNIC AV Milwaukee WI 53207		
Section 2	Mailing Address (Include city/state/zip): 2246 S KINNICKINNIC AV Milwaukee WI 53207		
	AGENT OF CORP/LLC/NONPROFIT / SOLE PROPRIETOR / 1 ST PARTNER		
	FULL LEGAL NAME (Last, First & Middle Initial): GILL, Joseph W, Agent Pollard, Haley, Agent	Date of Birth: 9-4-1995	
	Home Address (Include city/state/zip): 1900 E Euclid Milwaukee WI 53207		
	Driver's License Number/State ID #: P4163-3299-5824-02 State: WI		
Section 3	Percent % of Ownership Interest:	Home Phone:	Cell Phone: 414-322-7608
	LIST ALL PERSONS WITH 20% OR MORE OWNERSHIP INTEREST / ADDITIONAL PARTNER(S)		
	FULL LEGAL NAME (Last, First & Middle Initial): ASAD, Kareemih J. * See Below	Date of Birth: 5-13-1991	
	Home Address (Include city/state/zip): 2919 SE 23rd Ave Ocala, FL 34471		
	Driver's License Number/State ID #: A230-5109-1073-0 State: FL		
	Percent % of Ownership Interest: 70% 100%	Home Phone:	Cell Phone: 352-502-9334
	FULL LEGAL NAME (Last, First & Middle Initial): KARA PRATT KAREEMAH	Date of Birth: 5/1/8/1991	
Home Address (Include city/state/zip): 3613 S Franklin Ave Milwaukee WI 53207			
Driver's License Number/State ID #: 95511-3377-0000-0 State: WI			
Percent % of Ownership Interest: 30%	Home Phone:	Cell Phone: 414-699-0072	
<input type="checkbox"/> Check if there are additional persons with 20% or more ownership interest or partners. Complete additional sheets as necessary.			
REQUIRED SIGNATURE			
Section 4	1. The undersigned understands that applicants are required to inform the City Clerk within 10 days of any changes in any of the information supplied in this application.		
	2. The undersigned has knowledge of the City Ordinances currently regulating the license applied for herein, and understands that the license may be subject to suspension, non-renewal or revocation, if the applicants violate any rule or regulation relating to the license.		
	3. The undersigned understands that applicants shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.		
	4. I/we state that this application for a license is not made for and behalf of any other person and that the applicant is not acting as an agent for, or in the employ of another.		
		Revel Group Inc	
Sole Proprietor, a Partner, or if a Corporation or LLC, the agent must sign: Kareemih Jabbar-Asad, President			

Office Use Only:
Current License: New Renewal Granted: No Issues WI Suspension Other

* Estate of Samer L. Asad by Personal Representative Kareemih Jabbar-Asad
(See Attached Domiciliary Letters)

2021-2022 Plan of Operation for 2246 S KINNICKINNIC AV

1. Litter & Security Plans			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input checked="" type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input checked="" type="checkbox"/> Other: <u>All day business is operational</u>			
Who cleans the grounds? <input type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input checked="" type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input checked="" type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe:			
Number of garbage cans: Inside <u>6</u> Locations: <u>Main bar, common areas, restrooms</u>		Outside <u>1</u> Locations: <u>Back Alley</u>	
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>2</u>		Name of solid waste contractor: <u>BFL</u>	
Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans:			
Are there designated loading areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe security plans: <u>Adjacent to main entrance. Staff instructed not to use. Security to keep clear.</u>			
Do you have security personnel on the premise? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many? <u>2</u>			
AND What are their responsibilities? <u>ensure guest safety, noise control, check IDs</u>			
What security equipment do they use? <u>Flashlight, metal detector</u>			
List their licensing, certification or training credentials: <u>N/A</u>			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>inside main bar, downstairs, outside</u>			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe: <u>Patrons must show valid ID stating 21+</u>			
2. Percentage of Sales (must total 100%)			
Alcohol <u>70</u> %	Food Sales _____ %	Entertainment _____ %	Other <u>30</u> %
3. Businesses On The Premises (choose all that apply):			
<input type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input checked="" type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility <input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans Club <input type="checkbox"/> Other:			
4. Hours of Operation and Age Restriction			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
5. Floor Plan and Capacity			
Are you requesting any changes to your capacity or floor plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
6. Sidewalk Dining: SD 1247 Fee: \$50.00			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
7. Food License: Fee: <u>N/A</u>		8. Weights and Measures: Fee:	
Your current food license includes the following food operations: Are there any changes to your food operations as listed above? <input type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain _____		Number/Type of Devices: Are there any changes to the number or types of devices? <input type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

1. CURRENT APPROVED ENTERTAINMENT for Revel 2246 S KINNICKINNIC AV

The following types of entertainment have been approved for your current Public Entertainment Premises license:
Instrumental Musicians, Bands, Comedy Acts, Disc Jockey, Magic Shows, Patron Contests, Patrons Dancing, Jukebox, Karaoke

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE.**

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Bands | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Comedy Acts |
| <input type="checkbox"/> Disc Jockey | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Poetry Readings | <input type="checkbox"/> Dancing by Performers |
| <input type="checkbox"/> Jukebox | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Patron Contests | <input type="checkbox"/> Patrons Dancing |
| <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Karaoke | <input type="checkbox"/> Bowling Alley
How many? _____ | <input type="checkbox"/> Pool Tables
How many? _____ |
| <input type="checkbox"/> Motion Pictures (movies by admision)
How many screens? _____ | <input type="checkbox"/> Amusement Machines
How many? _____ | <input type="checkbox"/> Concerts
Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input type="checkbox"/> Other: _____ | | | |

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

N/A

4. PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? No Yes If Yes, Describe:

At any time will sound amplification be used? No Yes If Yes, Describe:

Additional speakers for live music and/or DJs.

5. SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

Revel Group Inc.

Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign
Karemih Jabbar-Asad, President